

WHAT IS CLAIMED IS:

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1. A system comprising:  
a receiving station configured to receive a broadcast signal containing program data; and  
5 a programmable toy configured to be coupled to said receiving station and to receive said program data from said receiving station;  
wherein one of said receiving station and said programmable device is configured to select a portion of said program data; and  
wherein said programmable device is configured to store said portion of said  
10 program data.
2. The system of claim 1 wherein said one of said receiving station and said programmable device <sup>PC</sup> is configured to select said portion of said program data according to a set of stored user preferences and to discard the remainder of said program data.  
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3. The system of claim 2 said one of said receiving station and said programmable device is configured to construct said set of stored user preferences.
4. The system of claim 1 wherein said receiving station <sup>Herz TV set 220</sup> is configured to transmit a notification signal to said programmable device <sup>Herz (210)</sup> to indicate that said receiving station is ready to transmit said program data to said programmable device, and wherein said programmable device is configured to emit a user-sensible signal to indicate that said programmable device should be brought into communication with said receiving station.  
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5. The system of claim 1 further comprising a broadcast station configured to transmit said broadcast signal, wherein said broadcast station is configured to cyclically transmit a carousel of modules containing said program data.  
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6. The system of claim 5 wherein said one of said receiving station and said programmable device is configured to select said portion of said program data without transmitting an indication of said portion of said program data to said broadcast station.
- 5 7. The system of claim 5 wherein said broadcast station comprises a television broadcast station.
8. The system of claim 1 wherein each of said receiving station and said programmable device includes a transceiver for bidirectional communication between  
10 said receiving station and said programmable device, and wherein said programmable device is configured as an input device to said receiving station.
9. The system of claim 8 wherein said transceivers comprise wireless transceivers.
- 15 10. The system of claim 1 wherein said receiving station is configured to transmit instructional cues to said programmable device and wherein said programmable device is configured to provide said instructional cues to a user.
11. The system of claim 10 wherein said instructional cues comprise streaming speech  
20 data, wherein said programmable device comprises a speaker, and wherein said programmable device is configured to transmit said streaming speech data to said speaker upon receipt of said streaming speech data from said receiving station.

12. A method comprising:

broadcasting data to a plurality of receiving stations;  
receiving said data modules at one of said receiving stations;  
selecting a portion of said data;  
5 transmitting said selected portion of said data to a programmable device; and  
programming said programmable device according to said selected portion of said  
data.

13. The method of claim 12 further comprising a user locally selecting said selected  
10 portion of said data.

14. The method of claim 13 wherein said selecting comprises said user manually  
selecting said selected portion of said data using said programmable device as an input  
device.

15. The method of claim 12 further comprising filtering said data according to a set of  
user preferences to select said selected portion of said data.

16. The method of claim 15 further comprising building said set of user preferences.

17. the method of claim 12 wherein transmitting said selected portion of said data to  
said programmable device is performed using a wireless communications link between  
said receiving station and said programmable device.

18. The method of claim 17 wherein said wireless communications link comprises a  
bidirectional link.

19. The method of claim 12 wherein broadcasting said data comprises cyclically  
transmitting a carousel of data modules.

20. The method of claim 19 wherein said broadcasting said carousel of data modules comprises transmitting said data modules via the broadcast channel of an interactive television network.

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21. The method of claim 18 further comprising automatically initiating transmission of said selected portion of said data from said receiving station to said programmable device when said programmable device is within range to establish said wireless communications link to said receiving station.

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22. The method of claim 12 further comprising transmitting one or more cues to said programmable device.

23. A programmable toy comprising:

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a memory configured to store program data;

a control unit configured to perform one or more actions based on said program data stored in said memory; and

a receiver configured to receive said program data;

wherein said toy is configured to select a portion of said program data and store

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said portion of said program data in said memory and to discard the remainder of said program data.